

Weeklies in Chicago suburbs open the door

Time Inc. moving into daily field

By Gerald B. Healey

CHICAGO Suburban Chicago, which now has 13 daily newspapers in the northwest and northern regions, is virtually certain to have an additional entry, possibly more, with the pending sale of 10 Hollister group semi-weeklies to Time Inc.

Otto Fuerbringer, vicepresident of Time in charge of newspaper acquisitions, talked about the giant publishing firm's plans while here (April 30) to close negotiations with Pioneer Publishing Co. for purchase of its business which includes the publication of 21 weekly newspapers. Time agreed to pay \$1,350,000 for outstanding shares of Pioneer stock and assume debts of approximately \$2 million.

The Hollister negotiations were revealed two days before the start of a new compact tabloid newspaper, *Chicago Today*, by the Tribune Company, which had operated the paper as *Chicago's American*. Chicago Today was introduced Monday with edition runs of 160 tabloid pages.

Fuerbringer declined to discuss the Hollister negotiations,

but David Roe, Hollister publisher, said completion of the transaction was imminent. However, Roe denied a report that the price was \$5.5 million.

Time's holdings in the northern suburbs with the acquisition of Hollister papers will greatly enhance its competitive position on both flanks of the northwestern suburbs, from Des Plaines to Palatine, one of the fastest growing and competitive markets in the country. The Pioneer group forges the other sections outside the Hollister circulation area. Towns in which the two groups of newspapers circulate have a combined population of nearly 500,000.

Fuerbringer said Time will purchase newspapers in other suburban areas of the country where feasible with a view toward producing a daily newspaper combining the potential circulations of two or three of the larger communities in a group.

The weekly newspapers would be continued, with probably more strictly local news in them, he said, while the daily, or dailies, would concentrate on the

zone news of the two or three towns they covered plus national and international news.

The concentration by Time on the weekly and semi-weekly market does not rule out the company's continued quest for metropolitan newspapers.

Fuerbringer said the company is definitely in the daily newspaper market and he will "take a look" at the *Enquirer* at Cincinnati, where "Scripps Howard, publisher of the evening *Post and Times-Star*, has been ordered to sell its stock in the *Enquirer* by May, 1970.

"That's a long time off and it's understandable that Scripps isn't going to make an early move," Fuerbringer said. "But the move must be made and we are interested."

Time made what Roe called an "attractive offer" for the entire Hollister complex which includes a printing plant. The Thister family would retain ownership of the Wilmette Building Corp., and Time would lease its newspaper property from that company. Hollister's headquarters is in Wilmette.

The Hollister chain was started 55 years ago. The

Evanston Review is the largest paper in the group. Others are the *Deersfield Villager*, *Glencoe News*, *Glenview Announcements*, *Highland Park Herald*, *Lake Bluff Lamplighter*, *Lake Forest Lamplighter*, *Northbrook Star*, *Wilmette Life*, and *Winnetka Talk*. All papers are printed offset and have a combined circulation of 60,000.

Time has agreed to retain the management and staff, it was reported, but Roe said he may be a candidate for the congressional district seat vacated by Rep. Donald Rumsfeld, who has been appointed director of the Office of Economic Opportunity.

When the Paddock Publications announced recently that they would start four dailies in the northwest area, and later said they would publish six more starting May 5, for a total of 10, there already were three other dailies in the Paddock area published by Field Enterprises Inc., publishers of the *Chicago Daily News* and *Sun-Times*, in Arlington Heights, Mount Prospect-Prospect Heights, and Des Plaines. They are known as the Day publications.